

LogiMove streamlines rentals by customizing workflows

Industry: Equipment Rental

Company: Zeppelin Caterpillar

Context: Heavy equipment and tool rentals in Europe, according to a CECE report has seen a year-on-year growth of 2.0% despite economic challenges. To improve efficiency, Zeppelin required an easily customizable solution that covers an inventory of 200+ capital assets.

Challenge:

- Damages not detected, calculated & resolved in real-time at time of return
- Insufficient damage detection workflows to accommodate various asset types
- No central damage database to enable detailed issue and cost analytics
- One-template-fits-all approach taken to assess an asset at return even with a diverse range of heavy machinery, equipment and tools that are part of the catalog
- If asset is accepted as 'returned' it is hard to re-evaluate the rental contract due to manual paper records

Business Benefits:

↑ 46%
Damage
Detection Rate

- Real-time damage detection on assets helps in accurately calculating the probability of damages on specific inventory
- Specific check-list per asset type leads to higher detection
- Easy accommodation of frequent changes in business logic
- Flexible search of pricing based on model number of equipment that is damaged

↑ 35%
Damage Correction
Rate

- End-to-end transparency and accountability as field workers need to document and photograph damages
- Ability to charge the customer for these damages at the counter in real-time with no manual workflows
- Elimination of fraud opportunities
- The created value of previously undetected damages now corrected is \$1M

↓ 11%
Salaries of
employees

- Reduction in HR cost as skill requirements to perform these functions dropped.
- Higher personnel turnover can be managed due to the lower skill requirements needed by prospective employees

Technical Success:

- Based on the rental contract the mobile process extracts damage criteria of the units
- n-point checklist for damages where 'n' is dependent on asset type
- Integrating of RFID chips on equipment helps field agents to identify returns
- Managing transfer of liability was integrated into the solution so field agents can manage these waiver forms efficiently and on-the-go
- Ex: When a fork lifter is secured on a third-party firm's truck for transportation. Zeppelin does not want to be held responsible for damages en route. Using the mobile app, a Zeppelin field agent can sign to waive this liability of transporting the asset



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Special Customer Requirements:

The solution that was implemented was developed under the following customer requirements:

- Identify the end-to-end steps from renting out an equipment to its return including damage checks.
- Reduce skill-level and labor costs required to perform tasks
- Self-explanatory User Experience
- Understand and incorporate changes to ease pain-points of a customer in their journey to a successful equipment rental

Milestones:

- Go-Live 14 weeks after Kick-off
- No training for low skilled personnel
- Post-return process efficiency increase
- Potential Revenue increase for Zeppelin-\$2M+ per year
- Analytics based on frequently damaged areas per asset

Clients—



Platform to rent new & used construction machinery



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